

# Internet Risk Awareness as a Mediator for the Relationship between Age and Privacy Settings on Facebook

Anna Scott

Dr. Melissa Layman-Guadalupe

## Introduction

- There has been a vast amount of research regarding the implications of internet privacy, of special interest to college students who are vulnerable to consequences in pursuing post-grad careers.
- Facebook is used by 80% of students nationwide and can be an aid in maintaining a reputation, building social capital, and planning a future.
- Birthdate, gender, and place of residence can be used to derive your social security number.
- Social networks can be tools for data mining, harassment, gossip, and unintentional data supply.
- Age found to be a predictor variable for standard, sensitive personal, and stigmatizing information.
- Assessment of why disclosure is high can help educate and prepare students in the future.

## Hypothesis

- Risk-taking behavior is a factor that plays a mediating role in the relationship between age and the amount of information that college students disclose on Facebook.

## References

- Nosko, A., Wood, E., & Molema, S. (2010). All about me: Disclosure in online social networking profiles: The case of FACEBOOK. *Computers in Human Behavior*, 26(3), 406-418.
- Dinev, T., & Hart, P. (2004). Internet privacy concerns and their antecedents - measurement validity and a regression model. *Behaviour & Information Technology*, 23(6), 413-422.

## Methods

- 66 undergraduate students distributed across all four years
- Birthdate Information
- Privacy Settings Information Checklist  
Rating from 1 to 8 (Public → Private)  
Ex: Hometown, employer, college, e-mail address, phone number, etc.
- Internet Risk Awareness Scale  
Ex: "I am concerned that the information I submit online could be misused."

## Results

	Mean	Standard Deviation
Age	20.46	1.28
Internet Risk Awareness	3.24	0.70
Privacy Settings	4.78	1.28

	Internet Risk	Privacy Settings
Age	.033	.124
Internet Risk		-.063

Profile Aspect:	Public	Friends of Friends	Friends & Designated Lists	Friends Only	Friends Except Designated Lists	Only Certain Lists	Limited Friends	Only Me
Current City	44.4	3.2	1.6	15.9	0	0	0	31.7
Hometown	49.2	1.6	1.5	15.9	0	0	0	28.6
Birthday	1.6	19.0	11.1	54.0	1.6	0	0	9.8
Interested In	9.5	0	11.1	38.1	0	0	0	38.1
Relationship Status	11.1	1.6	11.1	44.4	3.2	0	0	25.4
Family Members	11.1	0	9.5	60.3	0	3.2	0	12.7
Friends	66.7	1.6	1.6	27.0	0	0	0	0
Employer	20.6	0	3.2	28.6	1.6	0	0	42.9
College/University	44.4	0	6.3	39.7	1.6	0	0	4.8
High School	44.4	0	6.3	34.9	1.6	0	0	9.5
Religion	0	11.1	3.2	30.2	1.6	0	0	50.8
Political Views	0	7.9	1.6	17.5	0	0	0	69.8
E-mail Address	1.6	0	1.6	76.2	1.6	1.6	0	14.3
IM Screen Name	0	0	9.5	11.1	0	0	0	76.2
Phone Number	0	0	3.2	9.5	0	0	1.6	82.5
Address	3.2	0	4.8	1.6	0	0	0	87.3
Website	4.8	0	0	4.8	0	0	0	87.3

- Significant correlation was found between the amount of time spent online and age: -.274
- Internet risk awareness:
  - Means comparable but consistently lower for perceived vulnerability, perceived abuse, and information finding.
  - Means were all higher for ability to control.

## Discussion

- Why didn't we see a correlation?
- Original study covered 8 networks, 4 of which were community and 4 university. Age ranged from 19-47 years.
- Students seem relatively conscious across the board. Level of disclosure depended on particular item, not on the profile as a whole.